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# **ETHICS AND NATION BUILDING IN NIGERIA: THE MEDIA DIMENSION**

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## **ABSTRACT**

*Nation building means national development. In Nigeria, national development connotes unity, qualitative and quantitative improvement in the living standard of the people and progression on the human development index. Nigeria tried different political systems, implemented numerous economic measures, adopted various educational policies and social transformation efforts to facilitate development. Yet, Nigeria remained a nation seized by poverty, conflict, corruption, poor governance, materialism, weak institutions, political misbehaviour, general indiscipline, and infrastructural weaknesses that subvert national development. Standards are declining in private and public behaviours. Arguably, the failure can be related to poor governance, disregard for ethics and negative attitudes. Such anti ethical behaviours and negative values have negatively impacted on the development and image of Nigeria. In this respect, the media and its professionals have a strategic role to play in helping Nigeria to build itself based on globally acknowledged ethical values.*

**Keywords:** *Ethics, Nation Building, Mass Media*